MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/ 2023

DBS5624 – ELECTRONIC BUSINESS

(All sections/Groups)

10 JULY 2023
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 9 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (40 Marks)

1. Which one is an example of offline communications techniques?
   A. Packaging
   B. Affiliate marketing
   C. Media alerting
   D. Paid search

2. What is the stage before Zero Moment of Truth (ZMOT)?
   A. Stimulus
   B. First Moment of Truth (FMOT)
   C. Second Moment of Truth (SMOT)
   D. Last Moment of Truth (LMOT)

3. "*Connecting customers, collaborators and getting the benefits of social influence or peer influence via social media platforms.*"
   The above statement is referred to:
   A. Transactional e-commerce site
   B. Brand-building site
   C. Portal site
   D. Social Network Sites (SNS)

4. *"Provide platform for customers to purchase products online."*
   The above statement is referred to:
   A. Transactional e-commerce site
   B. Brand-building site
   C. Portal site
   D. Social Network Sites (SNS)

5. Generating enquiries from potential customers is known as:
   A. Lead generation
   B. Lead tunnel
   C. Sales closing
   D. Sales networking

6. Culture and habit are one of the _____ digital disruption elements.
   A. business
   B. industry
   C. technology
   D. society

Continued ...

7. Revenue model used in mobile games where player gets a pop-up ad while playing is called as:
   A. Freemium model
   B. Advertising model
   C. Subscription model
   D. Licensing model

8. Which one of the following is an example of the fremium model?
   A. Shopee suggest similar products from other Shopee seller upon customer's search.
   B. Customer needs to pay more to use full features of Canva tools.
   C. Independent sellers use Amazon to resell the Super Ring local snacks to international market.
   D. Monthly payment is charged to the iCloud user based on the online storage capacity package.

9. Which one of the following is an example of the subscription model?
   A. Shopee suggest similar products from other Shopee seller upon customer's search.
   B. Customer needs to pay more to use full features of Canva tools.
   C. Independent sellers use Amazon to resell the Super Ring local snacks to international market.
   D. Monthly payment is charged to the iCloud user based on the online storage capacity package.

10. Difference between search engine optimization (SEO) and pay-per-click (PPC) advertising are:
   I. SEO is to bring traffic over time, while PPC is for immediate traffic.
   II. SEO helps to improve sales while PPC to improves visibility of the product.
   III. SEO requires skill to get the right content to capture the audience while PPC requires skill identify the right target audience.
   IV. SEO is ongoing process while PPC is just one-time setup.

   A. I, and II.
   B. I, III, and IV.
   C. II, III, and IV.
   D. All of the above.

Continued ...

11. What is the key content for the Top-of-Funnel (TOFU)?
    A. Awareness
    B. Conversion
    C. Evaluation
    D. Feedback

12. In social media marketing, _____ offers full control over published content.
    A. social media
    B. own media
    C. third party media
    D. curated media

13. What is the **MOST** suitable power word sales to build trust to your services?
    A. Tested
    B. Premiere
    C. Limited
    D. Kickstart

14. Which of the followings are suitable free trial or demo Call-To-Action (CTA)?
    I. "Download now"
    II. "Start free"
    III. "Get a demo"
    IV. "Book my demo"

    A. I, and II.
    B. I, III, and IV.
    C. II, III, and IV.
    D. All of the above.

15. What is the right criterion for a good persuasive Call-To-Action (CTA) in marketing?
    A. Create doubt and inquiry.
    B. Create a sense of urgency.
    C. Aggressive with noun phrases.
    D. Uses multiple primary CTA for one page.

Continued ...

16. Which of the followings are the elements of landing page?
    I. Product information
    II. Compelling visuals
    III. Persuasive copy
    IV. Prominent Call-To-Action (CTA)

    A. I, and II.
    B. I, III, and IV.
    C. II, III, and IV.
    D. All of the above.

17.

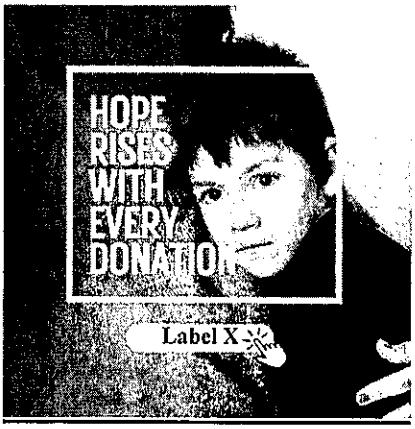


Figure 1 Donation poster sample

The following Call-To-Action (CTA) are suitable for **Label X** in Figure 1 to inspire emotion and encourage contribution to a cause **EXCEPT**:

A. Donate
B. Subscribe
C. Volunteer
D. Support

18. The followings are the available online payment option for e-commerce **EXCEPT**:
    A. E-wallet integration
    B. Buy now, pay later
    C. Cash on Delivery
    D. Credit/ debit card

19. The four fundamental tactics for marketing mix is:
    A. Product, Price, Place, and Pace
    B. Price, Place, Process, and Procedure
    C. Product, Place, Process, and Procedure
    D. Product, Price, Place, and Promotion

Continued ...

20. In digital marketing plan, **competitor analysis** allows business to:
    A. summarize online revenue contribution.
    B. restructuring intermediary channel.
    C. identify business constraints.
    D. analyze differential advantages.

21. In digital marketing plan, **demand analysis** allows business to:
    A. summarize online revenue contribution.
    B. restructuring intermediary channel.
    C. identify business constraints.
    D. analyze differential advantages.

22. In target marketing stages, target segments were gained from:
    A. customer data analysis.
    B. demand analysis.
    C. competitor analysis.
    D. evaluation of resources.

23. The right flow of target marketing stages is:
    A. Segmentation, Positioning, Target marketing, Planning
    B. Planning, Target marketing, Positioning, Segmentation
    C. Segmentation, Target marketing, Positioning, Planning
    D. Target marketing, Segmentation, Planning, Positioning

24. Age, gender, and geographic location are the examples of:
    A. behavioral segmentation
    B. psychographic segmentation
    C. firmographic segmentation
    D. demographic segmentation

25. The benefits of Customer Management Relationship (CRM) system for marketing are as follows **EXCEPT**:
    A. Marketers can pull customer details to do the necessary re-target marketing campaigns.
    B. Sales reps can use previous purchase and interactions to create customized offers for targeted customers.
    C. Customer support can use the customer feedback reports to improve future product delivery process.
    D. Social media manager can use the potential customer database to increase loyalty.

Continued ...

26. The four marketing activities of Customer Management Relationship (CRM) are:
    A. Customer retention, Customer acquisition, Customer selection, and Customer extension
    B. Customer acquisition, Customer selection, Customer retention, and Customer extension
    C. Customer selection, Customer acquisition, Customer retention, and Customer extension
    D. Customer extension, Customer selection, Customer acquisition, and Customer retention

27. Maximizing service quality is done in _____ stage.
    A. customer retention
    B. customer acquisition
    C. customer selection
    D. customer extension

28. Which of the following key performance index is used to measure marketing conversion achievement?
    A. Percentage of active hurdle rates
    B. Leads and sales
    C. Number of unique visitors to the web
    D. Bounce rate

29. What are the factors that influence search engine optimization (SEO) ranking?
    I. Keyword research
    II. URL optimization
    III. Content optimization
    IV. Meta tags

    A. I, and II.
    B. I, III, and IV.
    C. II, III, and IV.
    D. All of the above.

30. What is the factor to the pay-per-click (PPC) poor performance?
    A. Low bounce rate to the landing page.
    B. High click-through rate (CTR).
    C. Low bid amount for the campaign impression.
    D. Relevant ads campaign to the target audience.

Continued ...

31. The transactions between an organization and its suppliers and intermediaries, equivalent to buy-side e-commerce is referred to:
    A. Right-stream supply chain
    B. Left-stream supply chain
    C. Upstream supply chain
    D. Downstream supply chain

32. Aeon Co (formerly known as Jaya Jusco Stores Bhd) is one of the leading retail companies that uses _____ as their chain model.
    A. vertical integration
    B. vertical disintegration
    C. virtual integration
    D. virtual disintegration

33. The _____ is where different segments of production activities were outsourced to different companies.
    A. vertical integration
    B. vertical disintegration
    C. virtual integration
    D. virtual disintegration

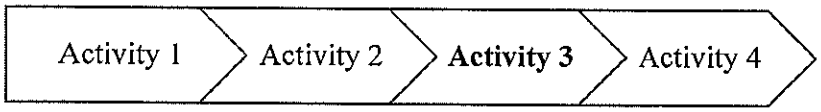
34. 

Figure 2 Traditional value chain activities

Figure 2 above is the primary activities in the **traditional** value chain model. **Activity 3** is referred to:
    A. Inbound logistics
    B. Production
    C. Outbound logistics
    D. Sales and marketing

35. There are _____ activities in the revised value chain model.
    A. four
    B. five
    C. six
    D. seven

Continued ...

36. _____ analytics predict the future by examining historical data, detecting patterns or relationships in these data, and then extrapolating these relationships forward in time.
    A. Descriptive
    B. Predictive
    C. Prescriptive
    D. General

37. _____ analytics identify the best alternatives to minimize or maximize some objective.
    A. Descriptive
    B. Predictive
    C. Prescriptive
    D. General

38. _____ analytics use the data to understand past and current business performance and make informed decisions.
    A. Descriptive
    B. Predictive
    C. Prescriptive
    D. General

39. _____ is a collection of related files containing records on people, places, or things organized in a meaningful table.
    A. Data set
    B. Database
    C. Big data
    D. Data mining

40. What is reliable resource in making assumption about customer behaviour from the option below?
    A. Website feasibility score
    B. Employee feedbacks survey
    C. Customer effort score
    D. Competitor analysis

(Total: 40 marks)

Continued ...

SECTION B: Structured Questions (60 Marks)

QUESTION 1

(a) Discuss **FIVE (5)** digital marketing factors that drive consumer buying decisions. (10 marks)

(b) Explain the following external factors in macro-environment scanning that may influence business process supply chain.
(i) Economic (2 marks)
(ii) Legal (2 marks)
(iii) Technology (2 marks)

(c) Describe **TWO (2)** strategies for online businesses to increase their brand visibility in digital platforms. (4 marks)

(Total: 20 marks)

QUESTION 2

(a) Suggest **TWO (2)** online content strategies to increase brand awareness in social media marketing. (4 marks)

(b) Provide **FOUR (4)** measurements to assess customer satisfaction. (8 marks)

(c) Explain **FOUR (4)** ways electronic business can increase their Search Engine Optimization (SEO) page ranking. (8 marks)

(Total: 20 marks)

QUESTION 3

(a) Discuss **THREE (3)** ways in which digital technologies offer benefits in reducing issues in the supply chain management process. (6 marks)

(b) List and explain **THREE (3)** usages of digital data sources for online marketing projection analysis. (9 marks)

(c) List **FIVE (5)** tools for digital business analytics. (5 marks)

(Total: 20 marks)

End of Paper